

Public Involvement Report

Bicycle Corridor

Priority Routes Project



**4501 South 2700 West
Salt Lake City, Utah 84114**



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Separate Cover

Appendix A: Informational Materials. Open House Meeting Plan, News Releases, Flyers, Brochures, Event/Logistics Task List, Welcome & Introduction Script, Sign in Sheets

Appendix B: List of individual comments
Master comment table

Appendix C: Copies of print and social media coverage
CD of broadcast media coverage

Appendix D: Comments



Overview

Introduction

Demand for bicycle accommodations and facilities is growing at a fast pace in Utah. Some bicyclists seek to become more physically active, others are looking for safe commuting routes, and families seek safe and convenient bike trails where they can enjoy the Utah outdoors. In response to this increasing demand, the Utah Department of Transportation (UDOT) formed a Planning Team to prepare a statewide Bicycle Corridor Priority Routes analysis.

Key elements of the situation analysis included: assessing current bicycle accommodations, developing criteria for bicycle routes selection statewide, and obtaining input from the public and local government leaders. WF&Co. was responsible for obtaining input from the public and local government leaders as well as other strategic communication tasks. This report summarizes the public involvement activities and issues heard throughout the project. The public involvement portion of the project started in September 2008 and is complete with the preparation of this report. The entire project is expected to be completed in the summer of 2009.

Goals and Objectives

During the nine week public outreach time period the Planning Team, lead by Sharon Briggs, UDOT Bicycle and Pedestrian Coordinator, worked to realize the following public outreach goals:

- working with local government leaders and bicycle advocates to obtain early buy-in and interest in the project;
- generating public interest in the project to attract a wide variety of stakeholders;
- gather meaningful and useful input regarding the state's existing bike corridors, needs for improvements and criteria to determine priorities.

"To realize these goals, a two-tiered approach was used. The Planning Team first worked with local government leaders and bicycle advocates to inform them about project details and to encourage their involvement."



To realize these goals, a two-tiered approach was used. The Planning Team first worked with local government leaders and bicycle advocates to inform them about project details and encourage their involvement. Secondly, a series of 13 open houses were conducted throughout the state to gain meaningful and useful input.

Open Houses

Bicycle Corridor Priority Routes project by the numbers:	Miles Traveled	2,885
	Open Houses	13
	Total Comments Received	More than 3,900
	Total Attendees	446

Set Up and Format

The Planning Team coordinated and facilitated 13 open houses throughout Utah. To accommodate our target audience, (government leaders, bicycle advocates, and the general public) open houses were held from 5 -7 p.m. at community gathering places.

When attendees arrived they were greeted by UDOT staff, including region and district personnel, and other Planning Team members. Attendees were asked to sign in, write a name tag, and offered two brochures (a project brochure and UDOT's Pedestrian & Bicycle brochure). Next, the UDOT Bike and Pedestrian Coordinator and public outreach representative gave a brief welcome that provided project background and objectives, described the information stations, and informed attendees of how they could submit comments.

Meeting rooms were set up conference style with chairs and tables available for attendees to sit, talk with each other and the Planning Team, and write comments.

Each open house included three information stations with display boards. The three stations included:

- *General Information:* This station included the project timeline and study process. The station also included sketches showing how bikes may be accommodated, depending on location and context.



- *Existing Conditions:* This station included a map showing existing local bicycle conditions.
- *Prioritization/Selection Criteria:* This station listed the selection criteria UDOT would use to prioritize bicycle routes.

Locations

To identify open house locations, the Planning Team researched what communities had a core group of bicycle advocates and interested government officials. Contacts were made with each of those communities to confirm interest level and identify preliminary bicycle corridor route issues. Following is a listing of the open houses. Originally twelve open houses were scheduled. However, due to the high interest of the project, UDOT responded by conducting an additional open house in the Draper/Sandy area.

Open Houses	
Location	Date
Park City	September 17, 2008
Orem	September 18, 2008
Vernal	September 24, 2008
Logan	September 25, 2008
Ogden	October 1, 2008
Price	October 2, 2008
Richfield	October 7, 2008
Manti	October 8, 2008
Salt Lake City	October 13, 2008
Moab	October 14, 2008
Blanding	October 15, 2008
St. George	October 22, 2008
Draper/Sandy	November 13, 2008



Attendance

As a measurement of success, the Planning Team set attendance goals for each open house. As predicted, there were more attendees in communities with large bicycle advocacy groups such as Salt Lake City and St. George. Conversely, there was a smaller attendance in rural communities such as Richfield and Manti. Although there was smaller turnout in these communities, it is worth noting all comments will be weighted equally by the Planning Team. Following is a list of the open houses with projected and actual attendance numbers.

Location	Expected Attendance	Actual Attendance
Park City	40	35
Orem	30	59
Vernal	20	11
Logan	30	35
Ogden	30	53
Price	20	10
Richfield	20	13
Manti	20	19
Salt Lake City	50	78
Moab	50	37
Blanding	20	9
St. George	40	62
Draper/Sandy	20	25
TOTAL	446	

Note: At six open houses actual attendance exceeded expected attendance.



"Information station number two included a display board titled "Pedaling Into The Future: Existing Conditions" showing local bicycle routes."

Display Materials

To educate and inform attendees about project milestones, issues, and local bicycle routes the Planning Team prepared four display boards. Additionally, tailored project brochures were prepared for each open house. The display boards were 3' high and 4' wide and full color. The tailored project brochures were 8.5" x 11" (folded to 8.5" x 5.5") and full color.

The first information station included two display boards titled "Pedaling Into The Future: Your Vision" that showed the project timeline and "Pedaling Into The Future: Bicycle Accommodation Examples" that depicted how bikes may be accommodated.

Information station number two included a display board titled "Pedaling Into The Future: Existing Conditions" showing local bicycle routes. Information station number three included a display board titled "Pedaling Into The Future: Corridor Selection Criteria" that listed the criteria UDOT will use to prioritize potential routes.

The display boards were eye catching and included non-technical language making it easy for attendees to understand the project background and goals. Planning Team members received numerous compliments on the design and content of the display boards.

Comments

Ways To Submit Comments

To receive the maximum number of meaningful comments, the Planning Team provided four options for individuals to submit comments. Comments could be submitted at the open houses by completing the comment sheet, writing comments on the Existing Bicycle Corridor Conditions map, or writing comments on the project brochure. Additionally, comments could be submitted electronically to the public outreach representative or through the UDOT Web site.

UDOT initially established a 45-day comment period from September 17, 2008 through October 31, 2008. However because of the high interest level, UDOT extended the comment period until December 1, 2008.



At the conclusion of the comment period more than 445 written comment sheets were submitted. These comment sheets included more than 3,900 individual comments.

Having bicycle advocates willing to promote the open houses increased enthusiasm in local communities and resulted in the large number of comments. Following is a table detailing the number of comments received from each open house, electronically to the public outreach representative, and from the UDOT Web site.

Number of Comments Submitted

Location	Number of Comment Sheets	Number of Comments from Map
Park City	36	14
Orem	29	83
Vernal	4	11
Logan	20	28
Ogden	30	91
Price	2	8
Richfield	1	5
Manti	1	7
Salt Lake City	35	85
Moab	21	36
Blanding	2	22
St. George	37	44
Draper/Sandy	16	20
Electronically (Outreach)	46	N/A
UDOT Web site	167	N/A
TOTAL COMMENTS	447	454



As shown in the preceding table, many open house attendees chose the convenience of submitting follow-up comments via the UDOT Web site. Additionally, many individuals enjoyed writing comments directly on a map where they could see the locations of various bike routes.

Comment Analysis Process

To accurately record comments, each comment was given a record identification number. Comments were then grouped into four categories: existing bike corridors, improvements, criteria, and general. Next comments were broken down into several subtopics: education, safety, bike lanes, bike paths, maintenance, debris, signage, etc. The Planning Team then reviewed comments to identify common themes/issues. This report includes comment highlights. However, copies of comments can be requested from the UDOT Bicycle and Pedestrian Coordinator.

Overarching Themes

Based on comment analysis, the Planning Team categorized comments into one of five categories including: education, safety, enhancements, mobility, and general. Most of the comments fit into one or more of UDOT's strategic goals known as the "Final Four". Following are comment highlights from the five categories and a brief description of how they relate to UDOT's "Final Four".

Education

Many individuals commented they feel unsafe cycling in Utah, especially when riding on State Routes. Bicyclists encouraged UDOT to increase awareness and broaden the "Share the Road" public information education campaign using a multi-media approach. And others commented that cyclists need to learn more about how to ride a bike in traffic and motorists need to learn how to safely pass a cyclist. Including more information in the state's Driver's Education Program and in the public schools was offered as a way to increase education and awareness.

Many bicyclists asked for increased "Share the Road" signage, especially on popular routes. Several individuals encouraged UDOT to



“When bicyclists and pedestrians are educated about bicycling laws through outreach opportunities they feel more confident on roadways which in turn makes the system work better.”



again fund the statewide bicycle education classes so people have access to the League of American Bicyclists approved curriculum.

By focusing on suggested improvements in this category, UDOT has the opportunity to address the strategic goal of - *Make the System Work Better*. When bicyclists and pedestrians are educated about bicycling laws through outreach opportunities they feel more confident on roadways which in turn makes the system work better.

Safety

A primary concern of bicyclists throughout Utah is safety. Several individuals mentioned the high speed of vehicular traffic is a major safety concern specifically on roadways such as Fort Union Boulevard in Salt Lake County. Safety of children was also mentioned as a primary concern. Having safe bicycle routes to school facilities was of particular importance to parents throughout the state.

Specific safety concerns were raised such as rumble strips and condition/maintenance of shoulders. Bicyclists commented that rumble strips in the middle of shoulders force bikers next to cars or on the side of the shoulder making them feel unsafe. One of the primary concerns regarding safety was the condition of shoulders on Utah roadways. Many individuals commented there needs to be wider and cleaner shoulders on bicycle routes. Additionally, the need for maintaining shoulders and keeping them debris free was mentioned as a safety issue. The regular sweeping of shoulders by UDOT was suggested as a means to keep shoulders safe and rideable.

This category fits into UDOT's strategic goal - *Improve Safety*. Through simple and cost effective safety measures, such as improving rumble strips and shoulders, both UDOT and bicyclists can realize immediate benefits.

Enhancements

Many comments in this category related to targeted bike routes. Individuals noted North Ogden Divide is very narrow and could be widened with a bike lane. Others noted needed improvements in the

“Additionally, there are comments thanking UDOT for existing trails and encouraging the Department to take care of what we have.”

intersection redesign at 4500 S. and Holladay Blvd. accommodates bikes.

The general comments provide UDOT an opportunity to focus on all four of their strategic goals. Some comments relate to specific road concerns and improvements that can make the system work better, improve safety, or increase capacity. Additionally, there are comments thanking UDOT for existing trails and encouraging the Department to take care of what we have.

Corridor Selection Criteria

To assess what was important to bicyclists in improving bicycle corridors throughout the state, UDOT asked individuals to rank nine criteria in order of importance on the comment sheet. Following are the nine criteria and their ranking in order of importance.

Criteria	Importance
Opportunities to improve safety	1
Potential to reduce automobile trips	2
Existence or non-existence of alternative corridors	3
User potential	4
“Piggyback” potential (coincides with other road improvement projects)	5
Input from UDOT Region offices, local governments, and the public	6
Regional or inter-regional connectivity	7
Tourism opportunities	8
Travel distance between population nodes	9



Notification/Information/Education

Print, Broadcast, and Social Media Coverage

The Planning Team used the media to get the word out about this important project, increase awareness that UDOT is preparing this statewide bicycle study, and increase attendance at open houses. Throughout the nine week open house period the project received continuous favorable publicity. Most major Utah media including print, broadcast, and social media covered the project. Media coverage was diverse throughout the state ranging from large urban media such as the *Salt Lake Tribune* and KSL, to smaller rural media such as the *Sanpete Messenger*.

To ensure positive media coverage, the Planning Team worked with regional UDOT Public Involvement Managers to distribute tailored news releases and flyers. These informational pieces were distributed to local media one week prior to a scheduled open house. In addition, the Planning Team created an open house notification list including bicycle shops throughout the state, organizers of community bicycle advocacy groups, and local government leaders. Both tailored news releases and flyers were e-mailed to individuals on the Open House notification list one week prior to a scheduled open house and again three days prior to an open house. Following is a table detailing the number of media hits in each category.

Media	Number
Print	46
Broadcast	5
Social	39
TOTAL	90

"To best summarize the large number of comments, the Planning Team visually represented comments in an impactful and easily understand fashion."



Maps

To best summarize the large number of comments, the Planning Team visually represented comments in an impactful and easily understood fashion. Included with this report are five maps that show the dispersion of the five overarching themes (education, safety, enhancements, mobility, and general). Also included with this report is a map showing the general location of commenters. This map is useful to see the geographic distribution of comments.

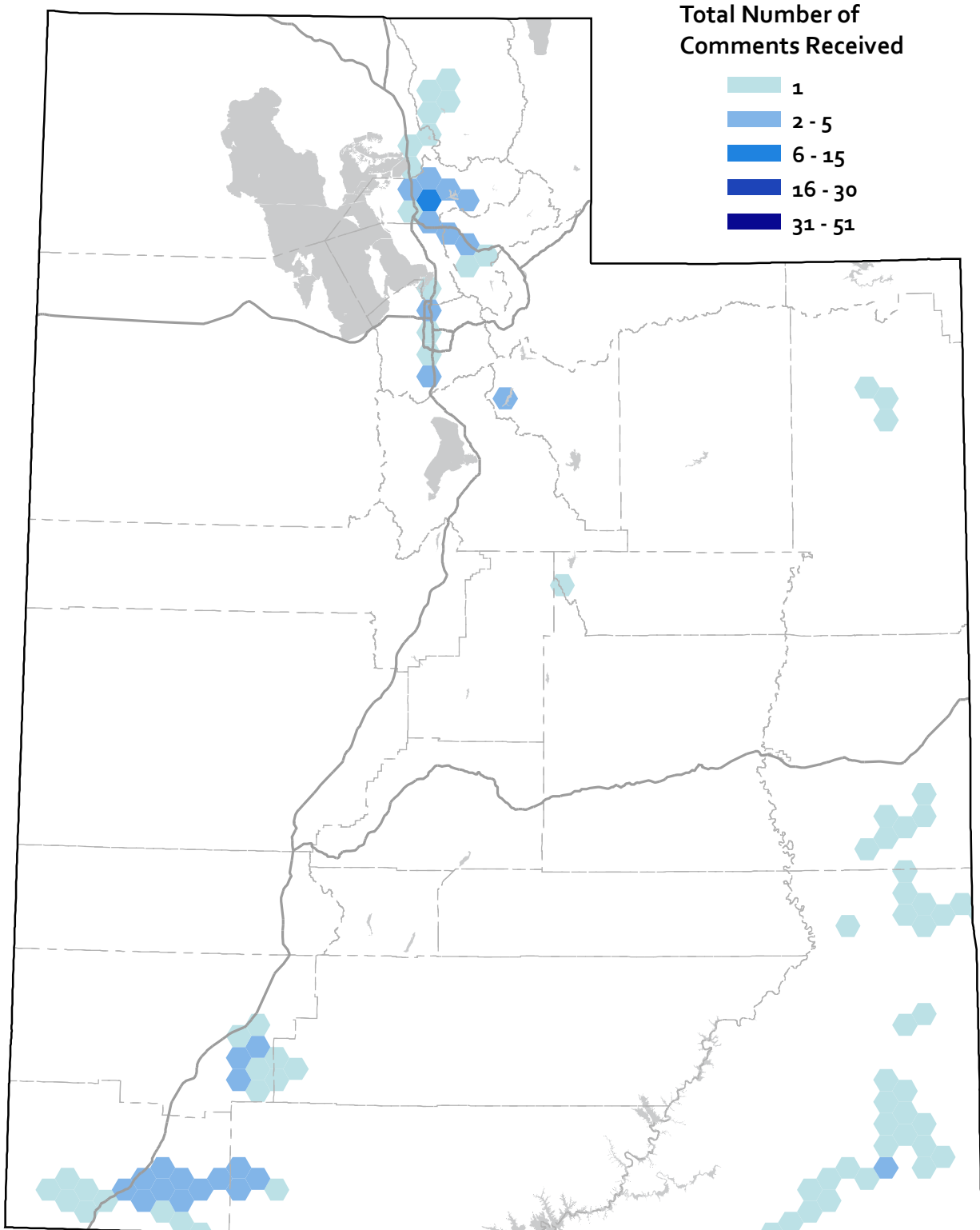
Conclusion

Summary

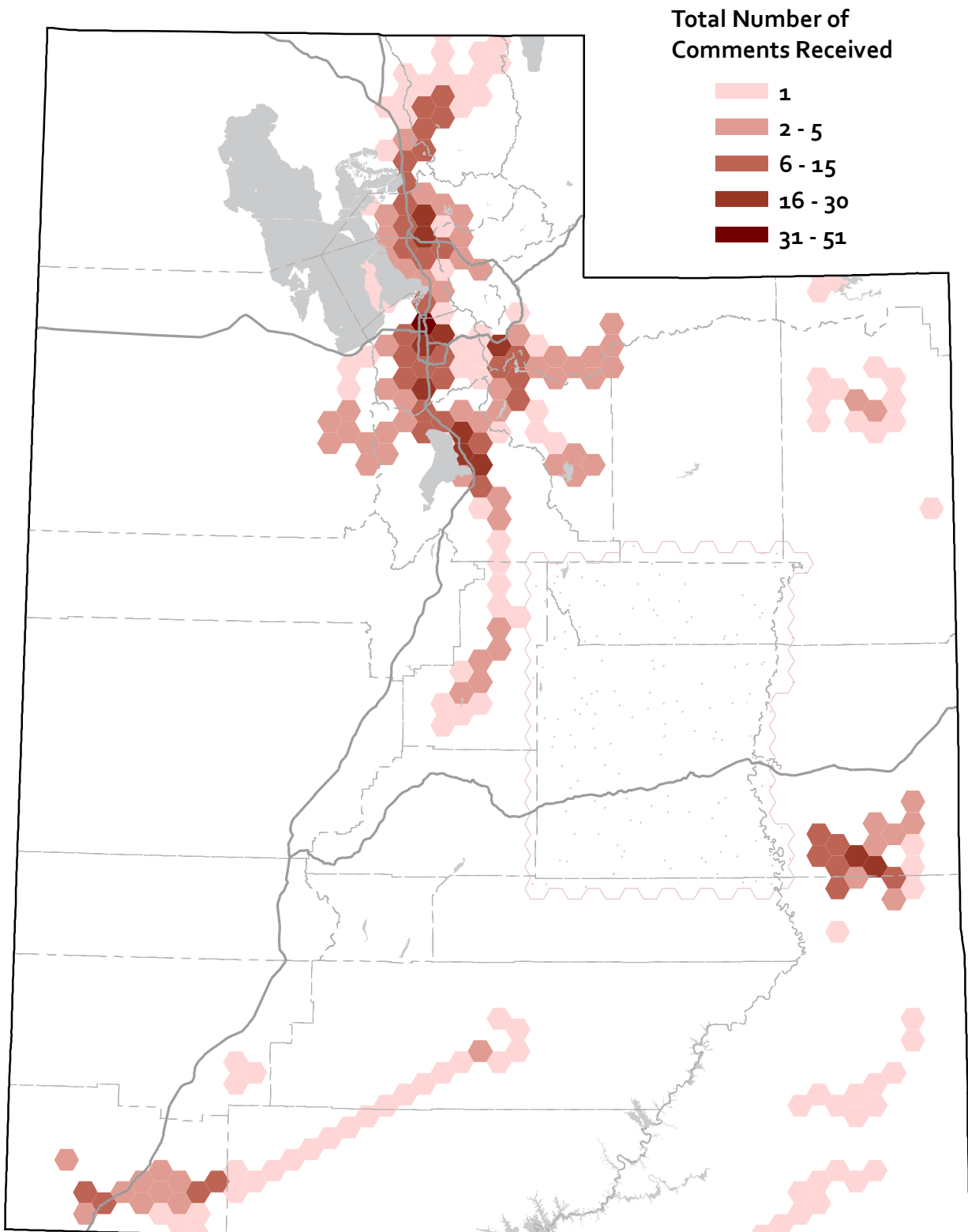
Overall, the public involvement portion of the Bicycle Corridor Priority Routes project can be considered a success as measured against the goals and objectives. Local government leaders and bicycle advocates took ownership in the project early on because they received project information upfront and on a regular basis. Additionally, a wide variety of stakeholders; including bicycle advocates, parents, and government leaders attended the open houses. Finally, meaningful and useful input was collected due in part to the variety of commenting options available. UDOT's job of prioritizing potential bicycle routes will be made easier because of the number and specificity of the comments.

The final deliverable for the project will be a Route Prioritization map anticipated to be released in summer 2009. Funding has been secured for the public outreach, analysis, and final route prioritization map. However, funding for future project stages or route improvements has not been secured.

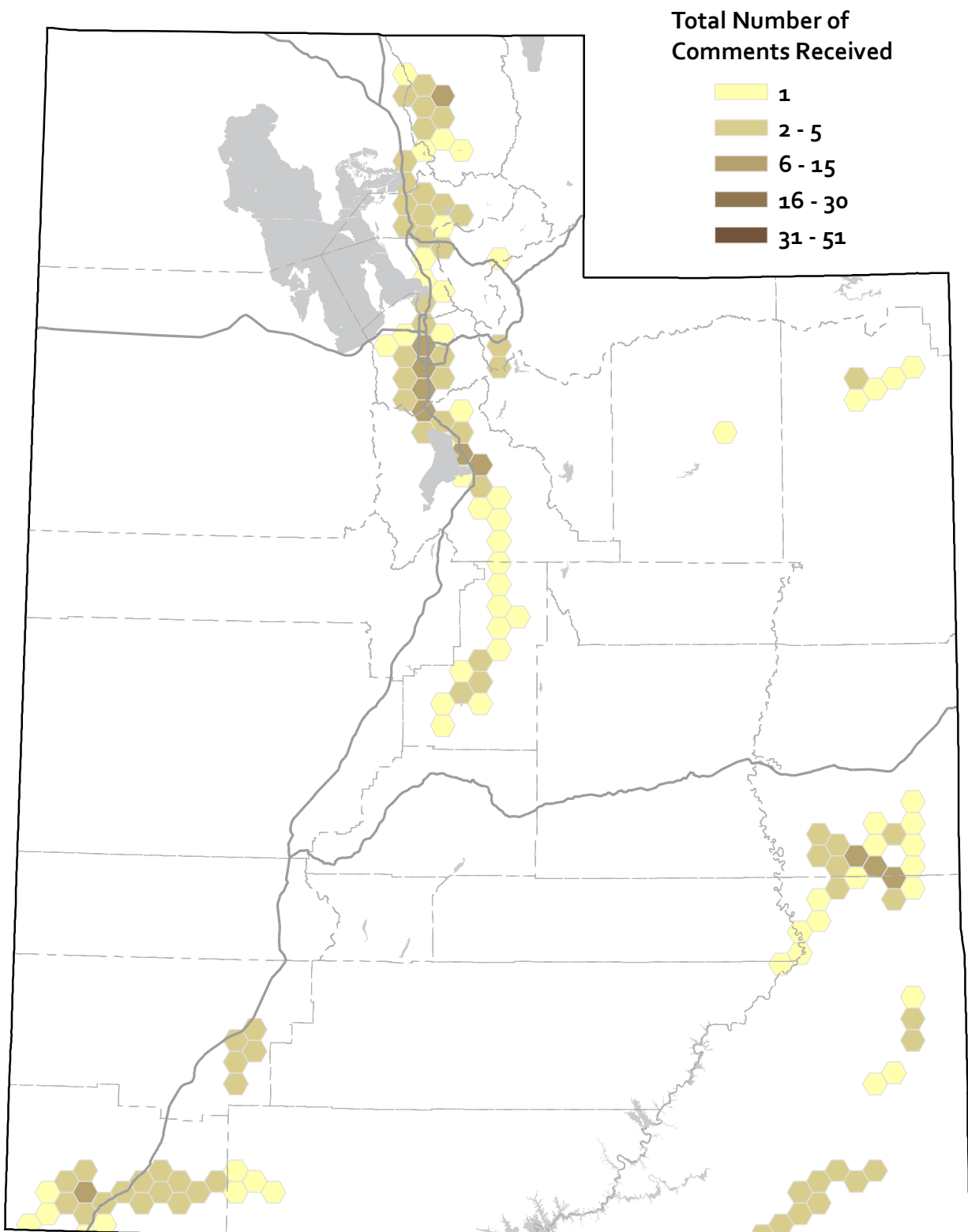
Theme: Education



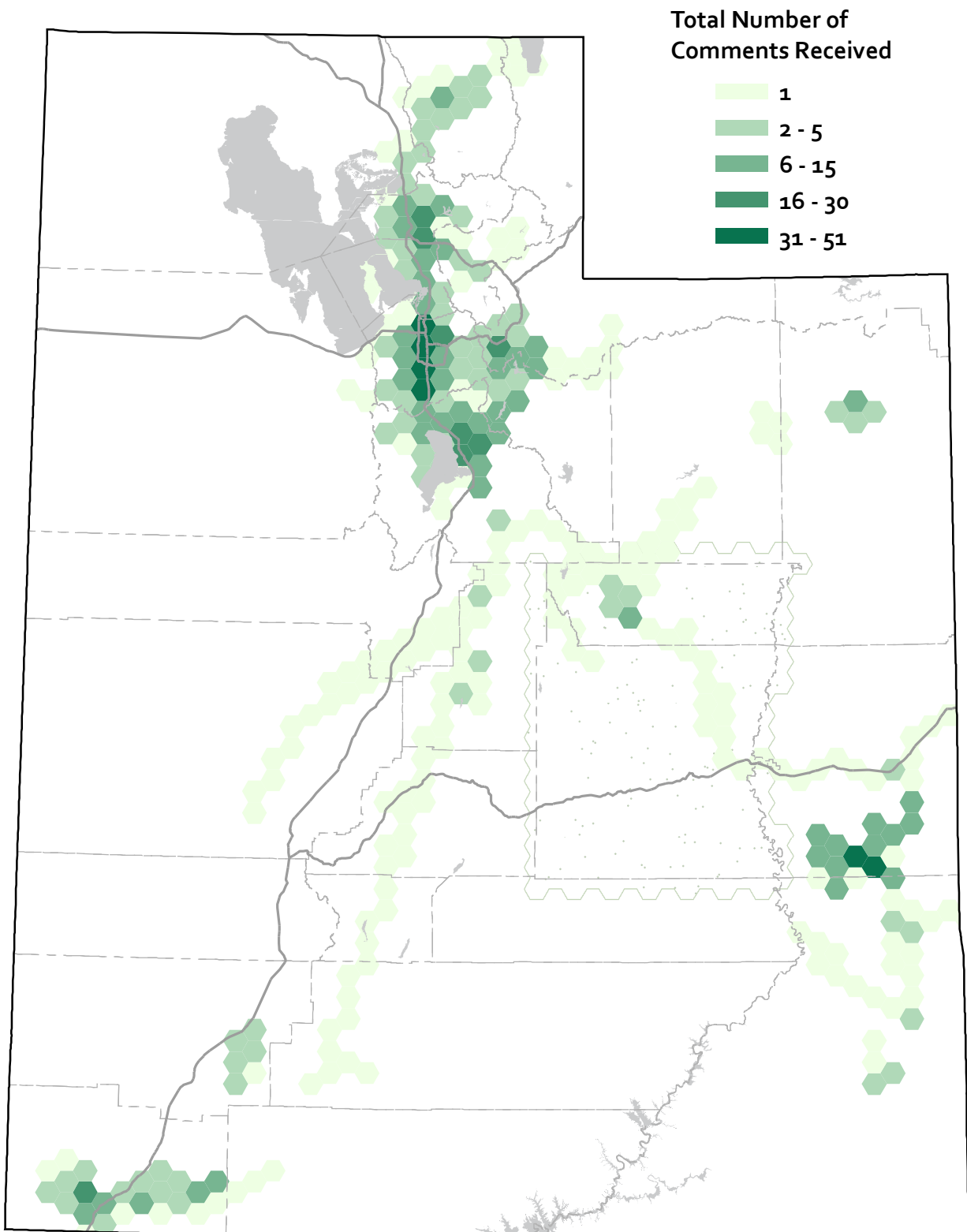
Theme: Safety



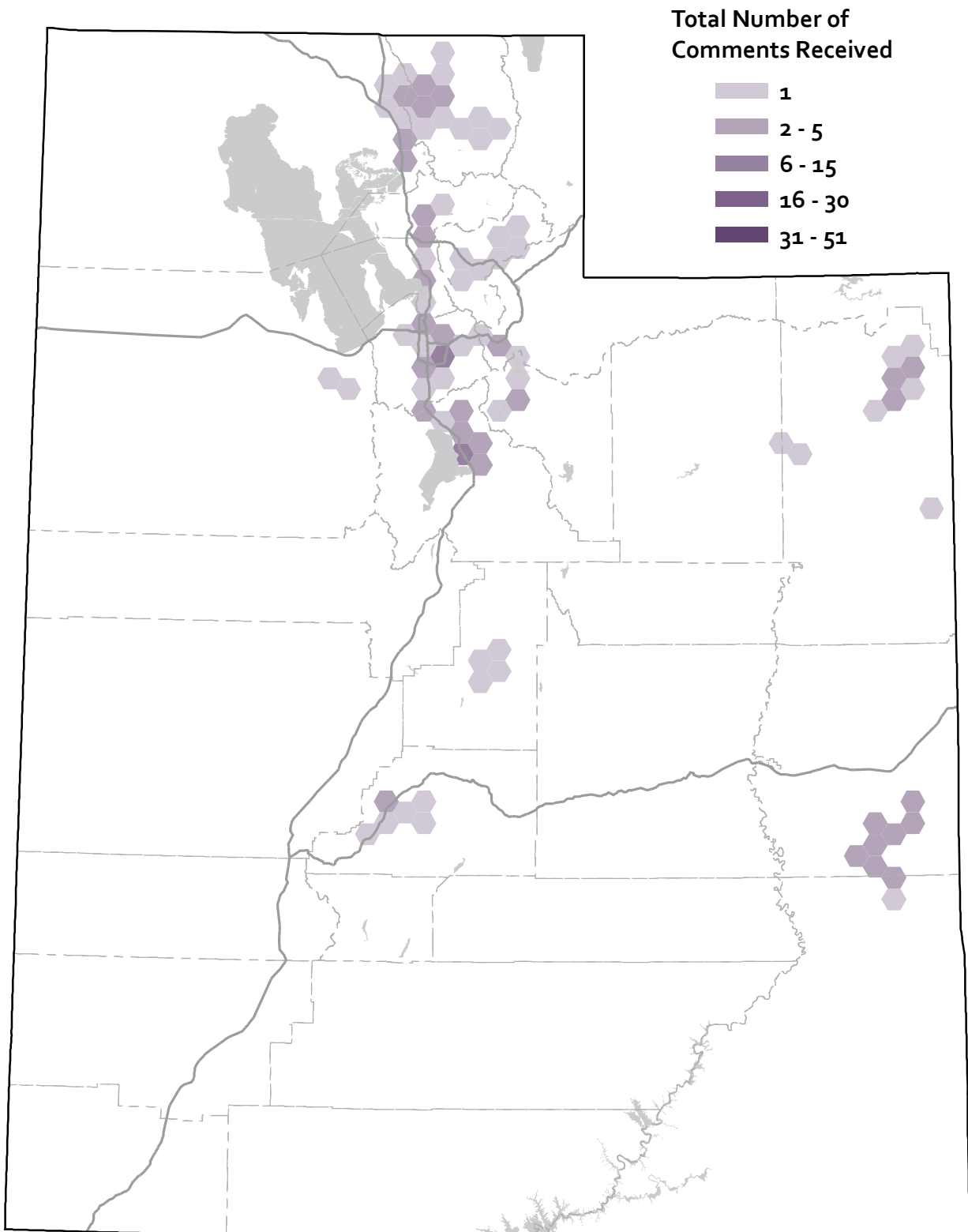
Theme: Enhancements



Theme: Mobility



Theme: General



Addresses of Commenters

Each dot indicates the address of a person who commented at an open house. Dot colors correspond with the open house where the comment was given.

E-mail comments were received separately from open house comments.

